

## Urias Cost Breakdown

\$120/hr

### Project with estimated hours

Communications Plan	30	40	
	\$ 3,600	\$ 4,800	
Public Relations	300	360	Hours for 12 Months
	\$ 36,000	\$ 43,200	
Brand Enhancement	40	50	
	\$ 4,800	\$ 6,000	
Video Production	50	60	
	\$ 6,000	\$ 7,200	
Mobile Site	15	20	
	\$ 1,800	\$ 2,400	
Resource Guide	30	35	
	\$ 3,600	\$ 4,200	
<b>Total Cost of All Projects</b>	<b>\$ 55,800</b>	<b>\$ 67,800</b>	

## Moses

\$140/hr

Tier One Annual Cost	\$ 60,000
Tier Two Annual Cost	\$ 72,000
Tier Three Annual Cost	\$ 90,000

### A la carte services

On-camera media training	\$ 2,200	
Video development	\$ 10,000	\$ 25,000
Position Statement/ Elevator Speech	\$ 5,000	

<b>Total Cost for A la carte</b>	<b>\$ 17,200</b>	<b>\$ 32,200</b>
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